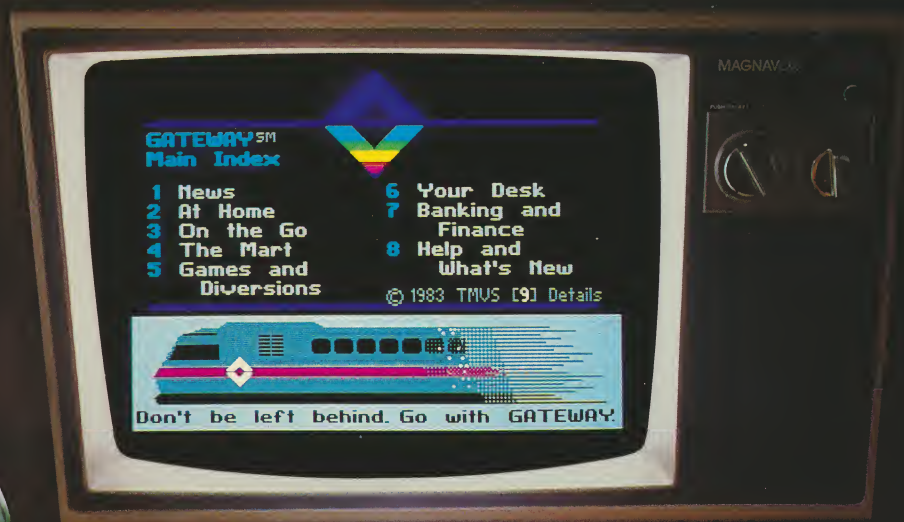
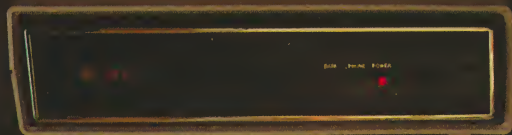


Gateway.  
There's nothing  
like it on TV.







# Introducing Gateway. It's going to change the way you look at your television.

Welcome to Gateway.<sup>sm</sup> The incredible new communications service from Times Mirror.

Although you use your television to see Gateway, there's nothing like it on TV.

In fact, the only thing they have in common is the box they come in.

Now, right at home, you can read the news, hot off the wire. You can pay a bill. Send a note. Shop the stores. Plan a party. Do your banking. Buy tickets. Teach your kids.

With Gateway you'll save time, and manage it better. You can improve the ways you save, invest and spend your money. And you'll have an unlimited resource for answers to thousands of questions.

It's all possible because Gateway uses a brand new technology called videotex. Something you'll be hearing a lot more about.

In fact, the management consulting firm Booz, Allen & Hamilton estimates that videotex will be in 30 million homes in the next 10 years. Here in Orange County, you can have it today.

Using Gateway is simple. All you need is a television, a telephone and a Sceptre<sup>TM</sup> videotex terminal made by AT&T.

The Sceptre dials a local number, you type your secret password on the keypad and you're in touch with an incredible package of information and special services. All designed to work for you in hundreds of ways.

Gateway is run by Times Mirror, experts when it comes to communicating. Their experience comes from publishing

ventures like the *Los Angeles Times*. Plus cable television and broadcast TV systems across the country. Now, their expertise places the latest advancement in communications technology at your command.

Now you can be in touch with the dozens of people, services and companies you deal with every day. Your bank. Your favorite stores. The airlines. All ready to make your life easier and more fun through Gateway.



# Communicate with your television.

Sure, everyone talks to their TV. But until now, all you got was the sound of your own voice bouncing off the walls. And programming that someone else decided you should see.

Now you've got Gateway and you're in control. And you can communicate with your TV to answer your questions, keep you informed, help organize your finances and your time.

The capabilities are almost unlimited.

There's news, sports, finance, recipes, movie reviews, lessons, travel plans, bargains. Even instructions on how to fix a leaky faucet.

Take news. You don't always have the time to sit through an entire broadcast just to hear the one bit of news you need. With Gateway you've got the news when you want it. On demand you can get top stories, local, national or world news, in depth or in brief. And it's always the latest report.

The sports section is so complete it's almost like being at dozens of games at once. Scores are updated for some games as they're being played, every quarter, every inning. Gateway covers major sports and most of your favorite teams, from professional to your local high school.

Full-color weather maps will help you decide how to pack for out-of-town trips and give you the latest local





forecasts. There's even an almanac.

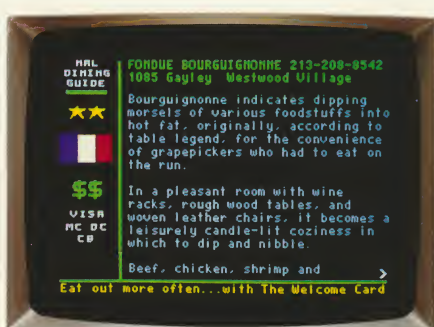
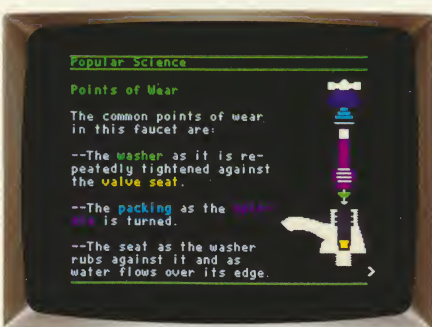
Gateway has a wealth of other up-to-the-minute information, too. Like a television programming guide. Stock market reports. Election results.

Like you, Gateway has interests other than news.

Say you want to plan the perfect evening out. Just check Gateway's restaurant guide, then take a look at the movie reviews or concert schedules.

Gateway can lend a helping hand around the house, too. In the House and Gardening section you'll find hundreds of tips, from how to replace a broken window to the perfect time to plant asparagus.

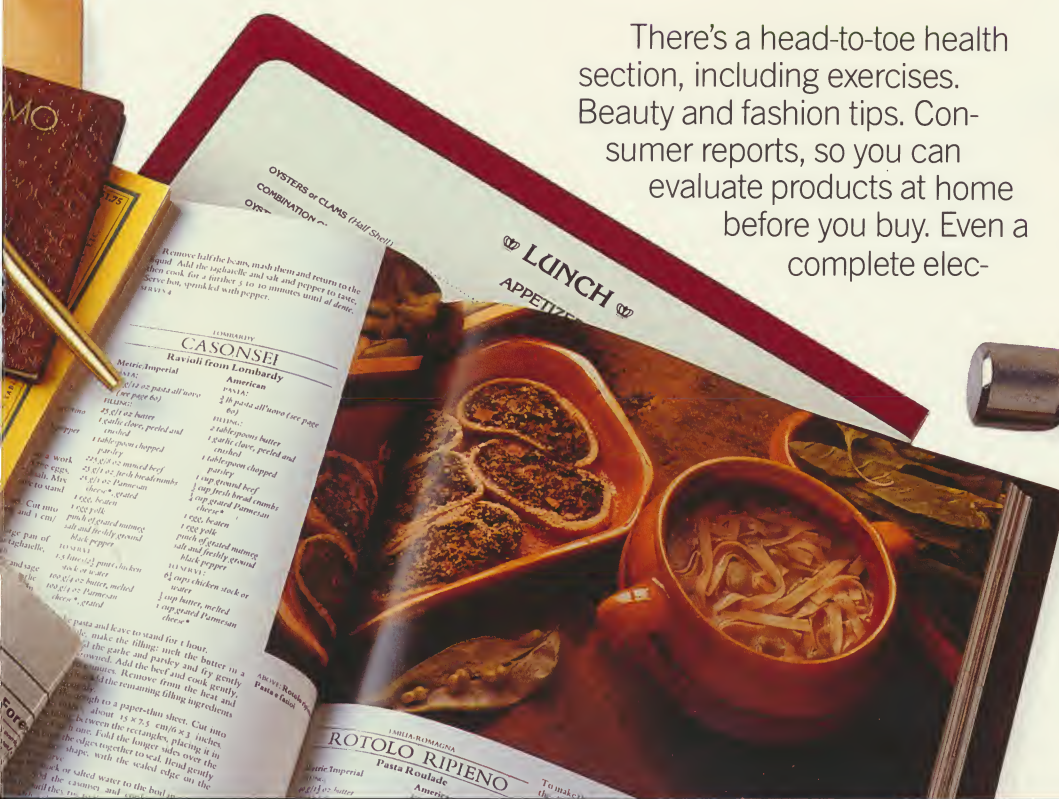
When unexpected company calls and there's only an hour to put together a terrific dinner, check The Electronic Gourmet. It'll give you all the recipes for a full-course meal, tailored to your taste, using what's already in your refrigerator.



There's a head-to-toe health section, including exercises. Beauty and fashion tips. Consumer reports, so you can evaluate products at home before you buy. Even a complete elec-

tronic encyclopedia.

Starting to get overwhelmed? Well think about this. What you see here is just a fraction of the ways you'll use your TV to communicate when you've got Gateway.





# Never before on television.

Usually when you have a lot of things to do, you have to do a lot of running around.

There are errands at the bank. Gifts to buy. Cards to send. Trips to plan.

Your Saturdays are gone in a flash.

But now you can do all those chores like never before. Fast and easy, any time you need to.

Right on your television through Gateway.

You'll find the same good companies you deal with every day. And because they're on Gateway, they can give you even better service.

Going to the bank is a good example. With Gateway's home banking you can keep a close eye on your checking account balance. Transfer funds from

checking to savings, or vice versa. Pay bills and see which checks have cleared.

What's more, Gateway opens up into a personal financial planning center, so you can manage your money more efficiently. There's a personalized stock watch. Year-round tax tips. Even a home budgeting program.

And when you're ready to spend your money, just sit down and go shopping through Gateway. Mom will never need to know that you didn't leave your chair to shop for her birthday present.

Your favorite stores are on Gateway, so you can shop for the best products and best values. And there are catalogs





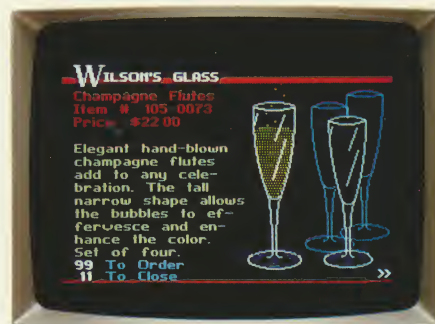
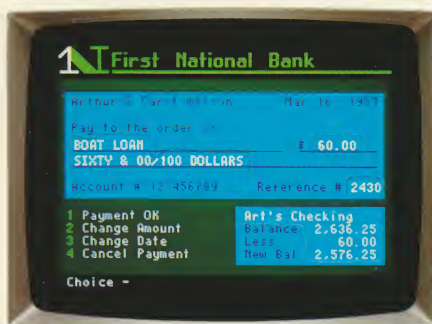
to electronically flip through with merchandise graphically displayed in full color along with complete descriptions.

You'll avoid long lines, too, when you use Gateway to buy tickets for everything from concerts to theater to sporting events.

At home there's usually a special place where you take care of the paper work. Gateway has a modern version—your own electronic desk. There's a filing system, an in box, a 14-month calendar and an address book. What's more, you can even send notes and greeting cards via electronic mail to your friends who are Gateway subscribers.

And when you're leaving home, check Gateway's airline schedules and tours to make the most of your trip. You'll spend less time on the arrangements and have more time to enjoy the results.

After the chores are done, Gateway is ready to play. There's an ever-changing collection of brain teasers, strategy games and challenging puzzles to keep you on your fingertips.



Gateway has taken special care of your kids, too. With exclusive features for every age. Like electronic magazines such as *Whizz* and *Abracadabra*, full of lessons, quizzes, games and stories, so kids can laugh and learn.

There are more than 100 services on Gateway now. They're always up-to-date, and

more are added every day.

But what's more important is what you can do with Gateway. Save time, save money. And make your life a lot easier and a lot more fun.

But before you can do all that, you've got to do one thing first. Come see a Gateway demonstration and become a subscriber.

You'll see. There's nothing like it on TV.





Times Mirror Videotex Services  
3100 South Harbor Boulevard, Santa Ana, California 92704 (714) 540-2515